



# SUPERSTORE OVERVIEW

\$14.92M

Sales

4.97%

Discount

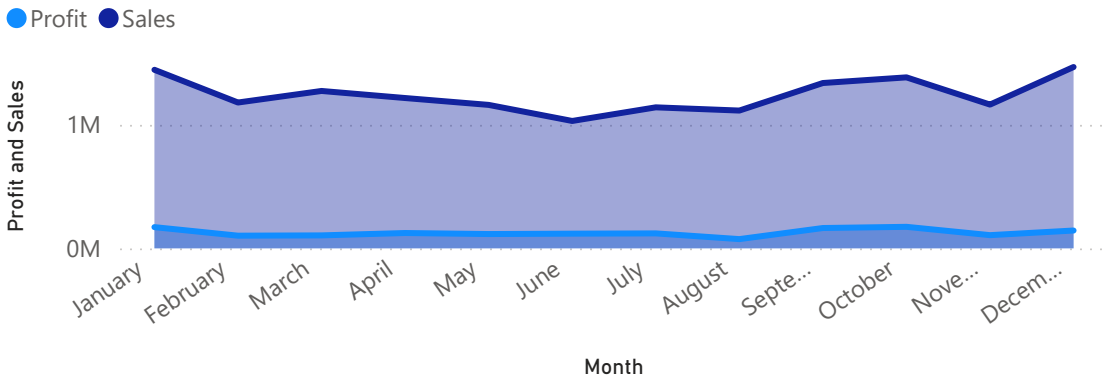
\$1.52M

Profit

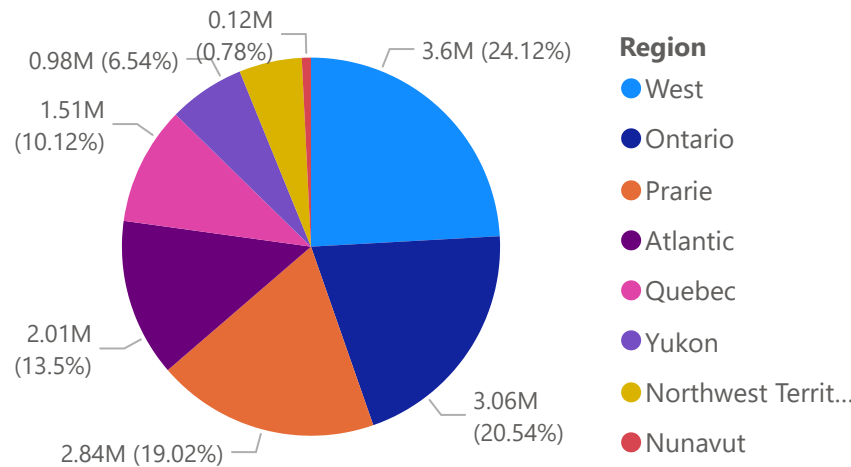
215K

Quantity

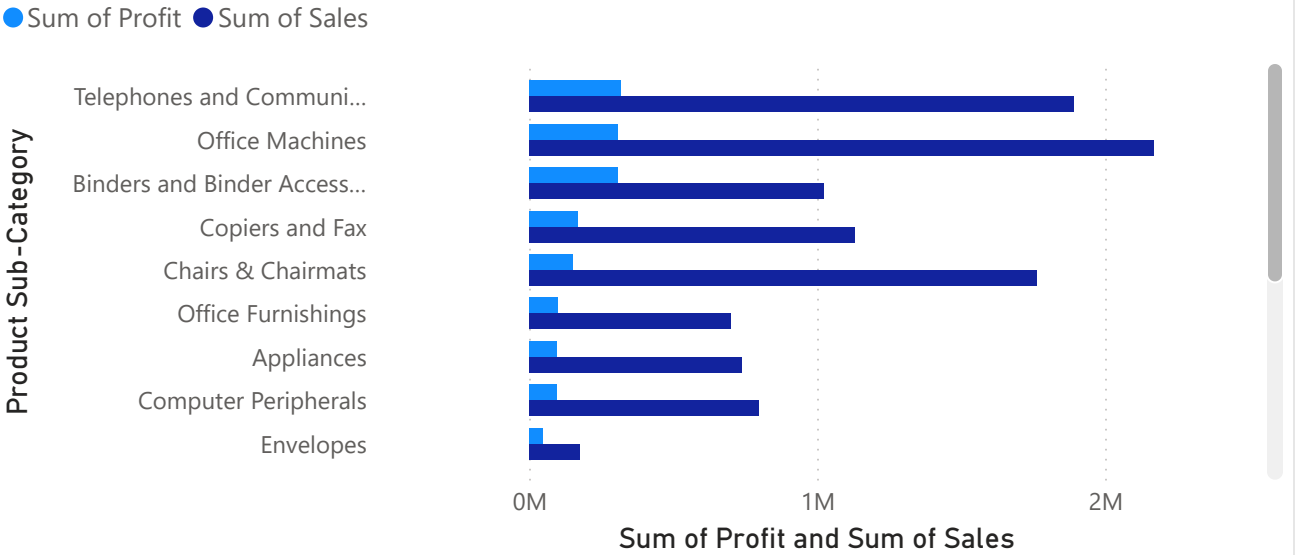
Profit and Sales by Month



Sales by Region



Profit and Sum of Sales by Product Sub-Category



SALES BY GEOGRAPHY

\$14.92M

215K

\$1.52M

17

10.20%

Sales

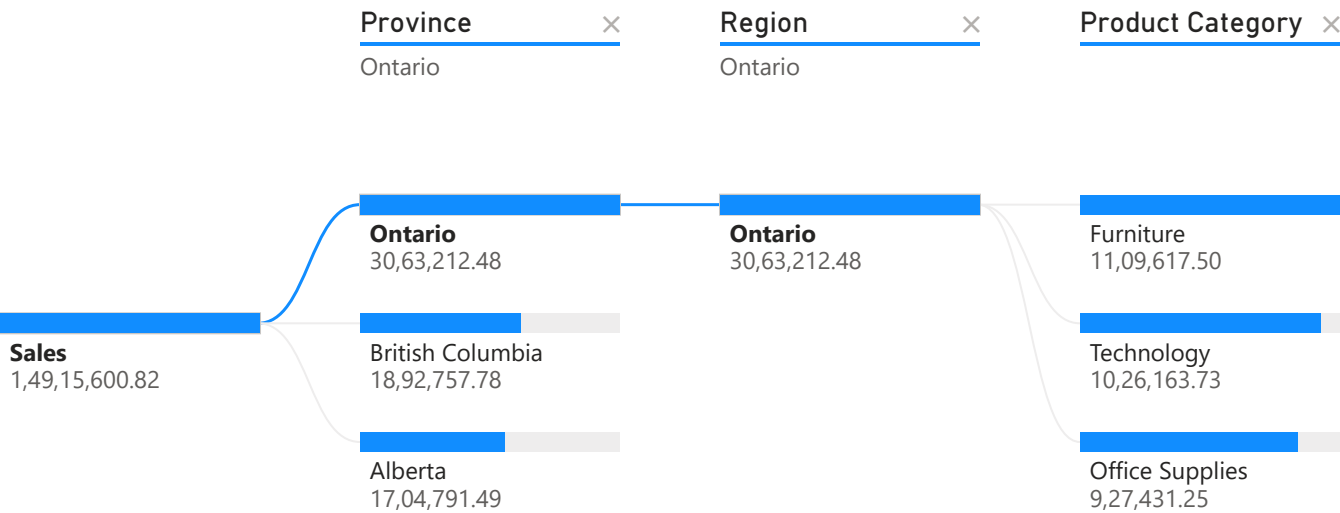
Quantity

Total Profit

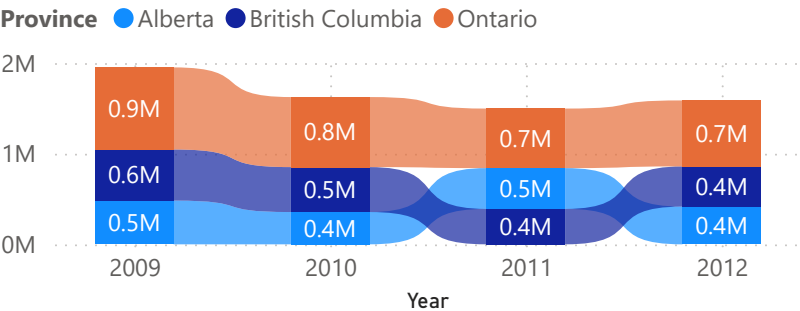
Total Products

Profit Margin

Decomposition Tree



Top 3 Province by Sales Over Time



Top 5 Province by Quantity

Province	Furniture	Office Supplies	Technology	Total
Alberta	4563	12305	5786	22654
British Columbia	5998	15868	6903	28769
Manitoba	4262	11244	4773	20279
Ontario	9702	25582	11401	46685
Saskatchewan	4102	13467	5884	23453
Total	28627	78466	34747	141840

# CUSTOMER SEGMENT INSIGHTS

\$14.92M

Sales

52K

Total Quantity...

\$1.52M

Total Profit

5496

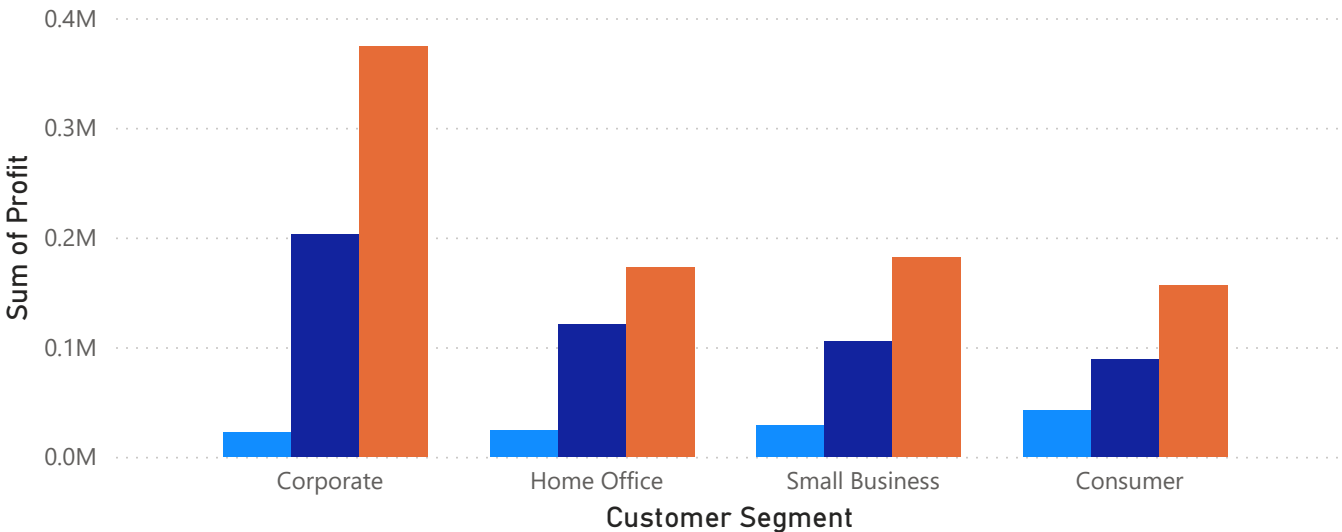
Total Orders

4.97%

Discount

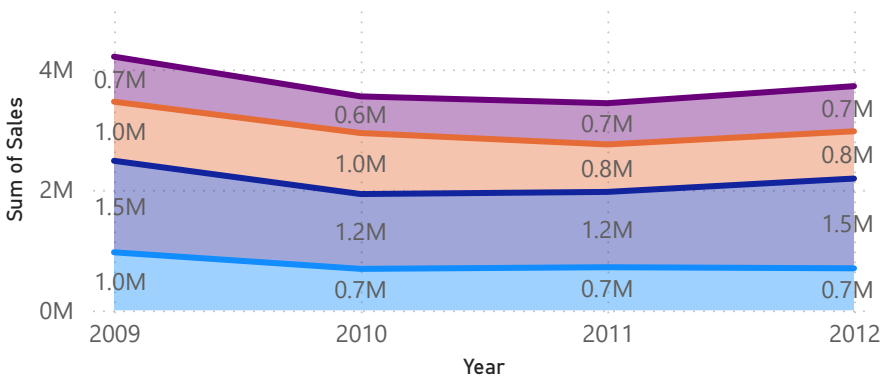
Profit by Segment and Category

Product Category Furniture Office Supplies Technology



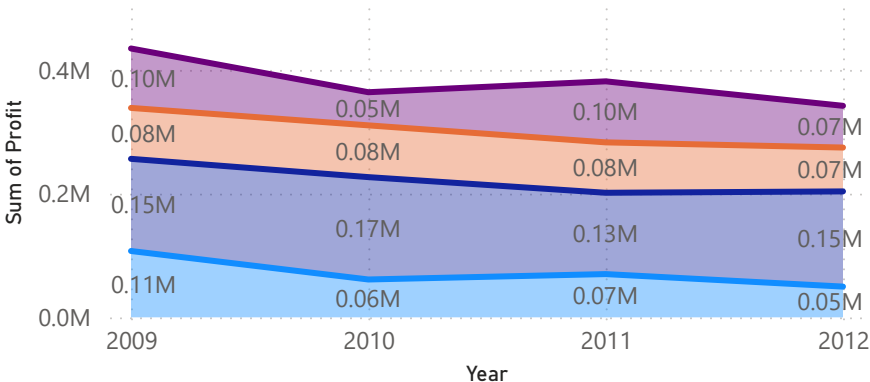
Segment by Sales Over Time

Customer Segment Consumer Corporate Home Office Small Business



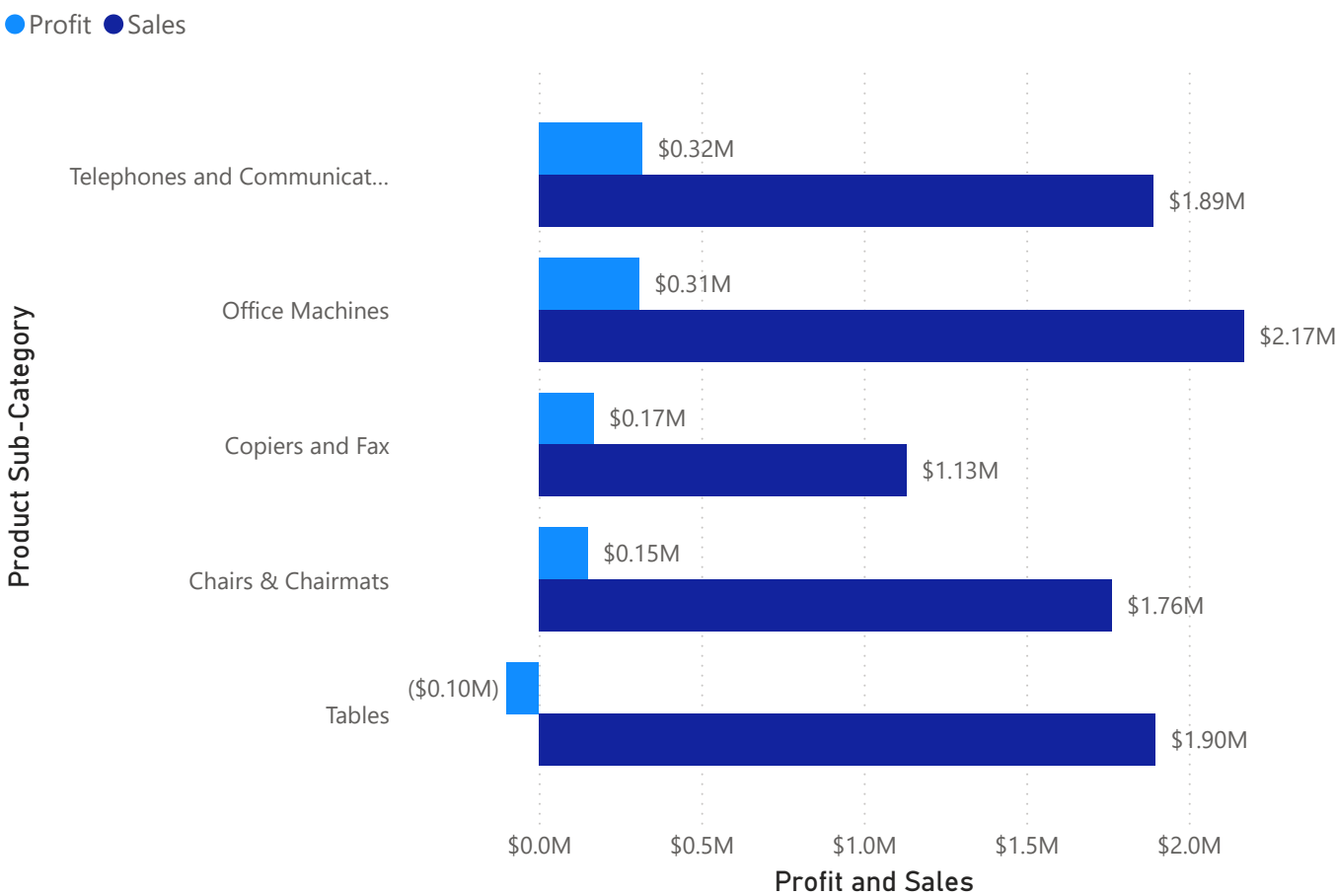
Segment by Profit Over Time

Customer Segment Consumer Corporate Home Office Small Business



PRODUCT PERFORMANCE

Profit and Sales by Product Sub-Category



Profit Margin %

Binders and Binder Accessories

30.05%

Envelopes

27.68%

Labels

35.09%

Sales

Office Machines

\$21,68,697.14

Tables

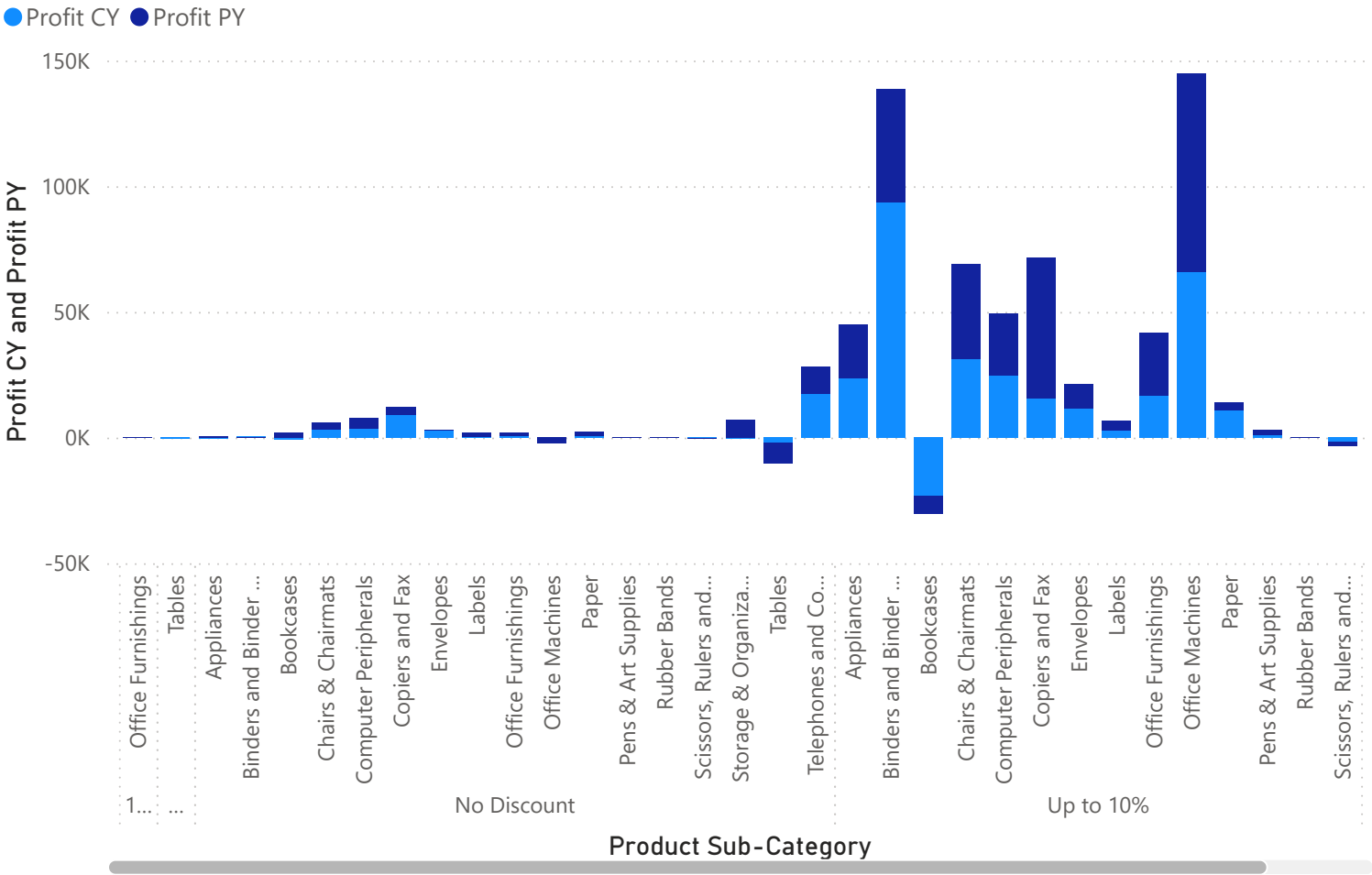
\$18,96,008.142

Telephones and Communication

\$18,89,313.802

# FINANCIAL ANALYSIS

Profit CY and Profit PY by Discount Range and Product Sub-Category



PVM

